



SCWA Board of Directors Meeting Minutes
Tuesday September 12th, 2023, 10 a.m. – 11:30 A.M.
Meeting Place: California Welcome Center

Position	Organization	Representative	Present (Yes/No)
President	Dave Gowan	Red Bluff Chamber	Yes
Vice-President	Lake Shasta Caverns	Matt Doyle	Yes
Treasurer/Secretary	Indian Valley Chamber	Jeff Titcomb	Yes
Shasta County Director	Shasta Rail Trail Assoc	Tina Peluso	Phone
Modoc County Director	Modoc Outdoor Rec & Tourism	Lorissa Soriano	No
Siskiyou County Director	Weed Chamber	Richard Dinges	Zoom
Siskiyou County Director	Discover Siskiyou	Heather Dodds	Zoom
Trinity County Director	Strawhouse Resorts & Cafe	Julia Ellis	Zoom
Trinity County Director	Lakeview Terrace Resort	Ryan Cinelli	Yes
Butte County Director	Open Position		
Redding Director	Best Western Plus Hilltop/CR Gibbs	Ed Rullman	Yes
Lassen County Director	Lassen Chamber	Kelly Ackley	Zoom
Staff	UpStateCA	Laurie Baker	Yes
Staff	Choose Redding Lodging	Tim Bauer	Yes
Staff	Choose Redding Lodging	Lisa May	Zoom
Guest	City of Redding	Steve DiPaolo	Yes
Guest	Turtle Bay	Lindsay Myers	Yes
Guest	Sheraton Redding	James Vereb	Yes
Guest	Visit Redding	Jennifer Zimmerman	Yes

Minutes:

1. Called to Order at 10am by Board Chair Dave Gowan
2. Confirm Quorum: Quorum is confirmed.
3. For Approval:
 - a. June 2023 minutes
 1. Ed motions for approval. Jeff seconds. All in favor. No opposed.
 - b. Financial Update
 1. Year-end budget-to-actual & Proposed 2023-2024 Budget
 1. Laurie reviews the budgets
 2. Julia makes suggestions for gift shop revenue. Julia will send distributor info for the merchandise that is local – Paradise Cay.
 3. Ed motions to approve budgets. Jeff seconds. All in favor. No opposed.
4. General Business:
 - a. Tourism Summit 2024
 - a. April 9th at the Sheraton from 1pm – 5pm followed by a reception at Turtle Bay Exploration Park from 5pm – 7pm.
 - i. Laurie reviews the plan to have lunch at the summit at Sheraton with a mixer after at Turtle Bay. BlackTruck Media + Marketing will be presenting GA4 at the summit. Laurie is still looking for another speaker and most likely Visit California will present.
 - ii. Dave suggests we can have an introduction given to highlight some of the larger area attractions.
 - iii. Ed suggests a presentation on area waterfalls at the summit. Dave suggests Zach O’Brien from Active Norcal presents on waterfalls. Jeff suggests someone from the National Park Service presents on what they are doing for fire restoration.
 - b. Marketing Updates:
 - a. Visit California Tourism Marketing Grant application was submitted to Visit California.
 - i. Laurie shares Visit California has approved our marketing grant for 2023 – 2024 which requires that we do marketing items approved in the grant and provide matching funds.
 - b. The 2024 UpStateCA Visitors Guide layout and design is beginning this month. If you have high-res photos (10MB+) you would like us to consider using send to Lisa by September 30th.
 - i. Lisa shares she is looking for help with write ups about each county.

- ii. Ed wants to make sure Redding keeps a presence in the visitors guide. Laurie shares Redding pays for the center double trunk ad.
 - iii. Lisa shares about the recent Dutch group FAM brought to us from Brand USA and press trip with This Expansive Adventure brought to us from the Visit California UK office.
 - c. Freelance journalist Melinda Fulmer visited in August and is pitching stories to well-known publications.
 - i. Ryan asks when we might see stories as a result of Melinda's visit. Lisa states expects to see results by spring 2024. Melinda writes for publications such as the LA Times, Chicago Tribune, Bay Area publications, Afar and more.
 - d. Fay and Matt from *This Expansive Adventure* are in the region this month with a focus on back country hiking in Siskiyou County and the off-road Discovery Trail in LVNP.
 - i. Laurie states we try to get influencers to cover five counties. Lisa shares that when the requests from Visit California come to us and they are paying the bill for the influencer's visit and we have to fulfill Visit California's requested itineraries.
 - e. Brand USA Dutch FAM is visiting Shasta County this month with one overnight in Redding.
 - 1. Laurie's takeaway from the visit was that the Dutch like trips where they can view wildlife.
- b. New Bylaw suggestions
 - 1. Laurie – Article V is the main topic of discussion at the board of directors' request which covers how can each county get more board seats.
 - 2. Laurie asks the board if Shasta Cascade should ask for each county to pay a minimum dollar amount for marketing.
 - 3. Laurie reviews the current language in Article V. Ed recommends we send each county a bill for \$5k with a letter that explains Shasta Cascade has been doing marketing for years the region for years and Shasta Cascade needs their support.
 - 4. Ryan comments Trinity County only gets \$70k so the way the bylaws are currently written it gives the smaller counties with lower budgets an opportunity to have more board seats.
 - 5. Ed asked Lindsay to attend so she can see how RTMG and SC work together and how all counties benefit from some of the marketing, attractions, and events all the counties are doing. Ed states Redding benefits the most because of the overflow for lodging requests.
 - 6. Laurie asks for feedback and ideas for board members to think about for the next meeting regarding board seats per county.
 - 1. Ryan asks how they find out the percentage of members per county compared to the total number of businesses. Laurie suggests we delete that portion of the bylaws because it is difficult to be accurate.

5. Questions/Comments : 3-minute county share time

- a. Dave speaks about being on the Red Bluff Chamber for 14 years and how they are adding tourism to their list of responsibilities.
- b. Ed – September has a lot going on in Redding. Turtle Bay’s haunted house made about \$25k last year. Lindsay, the Turtle Bay staff, and Rotary Club spend a lot of time putting the haunted house together.
- c. Lindsay - 11/17 Redding Garden of Lights begins and ends 1/7. Planning for over 90k attendees this year. There is a new train exhibit and new light displays focusing on Shasta County roots. Private dining experiences will be available to reserve inside a VIP Igloos. There will be a new swing section this year for children. Sheraton partners with a PR firm to bring attendance as well as working with RTMG and Visit Redding.
- d. Matt – Shasta Lake is only 39’ from the top. Lake Shasta Dinner Cruises are going well with a new kitchen onboard. There were 3600 people in the caves over Labor Day weekend. Many visitors from Los Angeles. Matt is expecting the lake to be full next summer. Marinas on the lake were busy this year but Matt didn’t see as many boats on the lake as in years past. \$7.50 per gallon for gas on the lake could have made a difference. The gift shop increased \$2.50 per person in spend. Filming is going on for the History Channel with director Renee Perez.
- e. Ed shares occupancy in Redding is down 33% compared to 2019. Matt comments he has seen a lot of camping and RVing which could be impacting occupancy. Only 2 ½ weeks until the Caves Convention in the first week of October. Huff’s is doing fantastic with dining on the lake.
- f. Ryan – Trinity County is a large area with a small population. Each town has their own Chamber of Commerce that were working siloed. Chambers are banning together to market the county as one. Trinity County is working with Redding Buzz on filming. Ryan should have photos for Shasta Cascade to use. Regarding occupancy, it has been a strange year with cancellations for different reasons than the norm. Occupancy has come down and expenses are going up. The music festival at Lakeview Terrace is this weekend.
- g. Julia – is excited about the various entities in Trinity County coming together to market the county. Thank you to Ryan for all his efforts to bring the entities together. This year there were less fires. Trinity Alps Resort had to shut down and evacuate in their busiest time but they were able to reopen for the last few weeks of the high season. Occupancy is getting back to normal at pre COVID levels.
- h. Heather – occupancy dropping back after peak in 2021. Visitors are experiencing crowds at McCloud Falls and there has been negative impact on the trails. Discover Siskiyou is promoting Bandwango to get people to visit other waterfalls. Heather is working with Sabrina from Film Shasta. Discover Siskiyou is now the film commission for Siskiyou County. The Montague Balloon Festival, Beef N’ Brew, McCloud Harvest Festival are all in September and October.
- i. Kelly – Lassen County had a busy summer with Oktoberfest, Susanville Symphony Concert series, Bike Riders through Westwood, and the Bizz Johnson Trail. Jeff comments that the concert on the green on the old courthouse lawn is a great concert. Five concerts on the green are scheduled in Spring 2024.

- j. Richard – Weed Chamber updated their website with the help of Discover Siskiyou. Weed is going to be painting the city arch which will be lit and painted by spring. Farmers Market is coming in spring. The Trunk-or-Treat event is coming up that had 1500 kids last year. Old Fashion Christmas is coming up. The beautification of the city is being done with flowers. Several new businesses have opened in town. There has been an increase in camping and RVs. Weed Chamber promotes the VLSB and gives the VLSB book away for free to get return visitors. Seniors are traveling now from LA and Canada. This is the most travelers Richard has ever seen from LA. We need the surrounding cities and communities involved. Richard shared that the VLSB might look into getting a grant to improve signage.
- k. Jeff – Plumas County - Light festival is coming to the fairgrounds. There was over 40' of snow at Bucks Lake last year which caused a collapse in one of the biggest lodges in the area (Bucks Lake Lodge). Lodging occupancy has been high with PG&E in town. Wedding venues are booked for 5 years in advance around Lake Almanor. The Fun Run is at fairgrounds on October 1st as well as Quincy Fest. Lake Almanor occupancy has been record breaking. There is a plan to purchase 20 million trees to be replaced from the fire loss. The Barn Quilt Trail will be in October with new barn quilts being added this year.
- l. Dave – Tehama County – The Farmers Market was on Wednesday nights all summer with over 10k people attending. Beef N' Brew is this weekend. The Monster Truck event in October brings 30k spectators. Economic Development is pushing film and tourism. The Visit Red Bluff video has 100K+ views on YouTube and on social media, and the city and county websites.

6. Adjournment at Ed motions to adjourn at 11:25am

Secretary Signature: _____
Jeff Titcomb